

# MISSOURI DECA

## AN EXPERIENCE LIKE NO OTHER

Isaac Robinson III was elected Central Region Vice President. Only the sixth Missouri DECA member to hold international office and the first in 33 years, Isaac will provide leadership for more than 37,000 members during 2008-2009.

Missouri DECA continues to maintain its status as the fifth largest state association with 9,628 members.

Of our 152 chapters, 76 boast 100% membership.

Missouri DECA students earned \$37,600 in scholarships and awards. These awards are made possible by the Missouri DECA scholarship program, Missouri DECA corporate partners, and National DECA corporate partners.

Missouri DECA advisors earned \$11,500 in professional development scholarships and awards.

Advisors were recognized for their pioneering classroom instructional practices and their work to impact student achievement.

Twenty four students advanced to final competition.

Thirty five students were recognized for exemplary preliminary performance.

Eleven students earned top 10 honors or higher in eight events.

Their achievements indicate exceptional competence in their field of study as determined by industry professionals through interviews and competency-based exams.

Four students earned finalist status in the Sunkist Challenge.

Only 16 international finalists were selected in this social network marketing challenge.

Eight students qualified to compete in the international Virtual Business Challenge retailing competition at the ICDC.

Members qualified by earning first or second place in two regional rounds of competition.

Dr. Julie Lyman received DECA's Outstanding Service Award at the ICDC.

As former State Advisor for 16 years, Dr. Lyman has contributed more than 30 years of innovative leadership at the local, state and international levels.

Missouri DECA chapters raised more than \$50,000 to benefit the Muscular Dystrophy Association.

The Rolla Technical Institute DECA chapter was recognized for its third-largest international contribution of \$20,183. The Waynesville Technical Academy DECA chapter contributed \$17,212 to earn fourth place honors.

Missouri DECA students contributed 1,500 responses in the twice-yearly PiperJaffray marketing research project.

A consistent leader in this project, Missouri DECA members participated both on-line and on-site in "Taking Stock With Teens."

More than 1,000 industry professionals served as judges at local, district, and state career development conferences.

Our corporate judges add merit to our flagship competitive events program, and in turn, the students receive an unparalleled experience that will undoubtedly better prepare them for successful futures.

Francis Howell High School is home to the ninth largest chapter in our international organization.

With 309 members, their impressive membership is attributed to the strong leadership of their chapter advisors and local officers.

Missouri DECA celebrated 60 years of excellence during the 2007-2008 academic year.

As a charter state in the international organization, Missouri DECA consistently achieves recognition for its outstanding programming. Gov. Matt Blunt issued a proclamation to recognize Missouri DECA for its continued success and advocacy of marketing education through the development of business and education partnerships.

In its 60th year, Missouri DECA celebrates its accolades as the premier organization for students studying marketing, management, and entrepreneurship in business, finance, hospitality, and marketing sales and service.

"DECA challenges its members to develop high aspirations as they take advantage of unparalleled career development experiences.

As a member of Missouri DECA, I have had the opportunity to develop leadership, marketing, and professional skills that will last a lifetime."

— Isaac Robinson III  
Central Region Vice President



**Developing Future Leaders in  
Marketing, Management and Entrepreneurship**

